**Spring Climate Stories Community Script**

This document accompanies the PowerPoint Spring Climate Stories Community Presentation. For a presentation lasting about 30 minutes, follow the script below and for a longer one, there is additional information in red that you can also include.

Thank you for sharing the Protecting Forests with Farmers campaign with your local community.

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| Slide number | Script |
| 1 | **Welcome**Protecting Forests with Fairtrade Farmers*[Introduce yourself and those in the room.]* |
| 2 | **Tonight, you’ll hear about...*** An update on our new climate justice campaign
* More information about our new petition
* How to use our brand new 'Climate Stories' resources
* New videos from Fairtrade farmers, speaking about the effects of climate change and deforestation
* And you'll hear from each other! Time for Q&A and discussion
 |
| 3 | **Fairtrade and Climate Justice**This webinar aims to give campaigners all the information about the next phase of Fairtrade’s Climate Justice Campaign, and how you can get involved. |
| 4 | **Protecting Forests Campaign asks** **Trade Justice> Climate Justice> Deforestation**Deforestation is one of the causes of climate change. But it’s also a symptom of two broader problems that are at the heart of Fairtrade’s mission: trade justice and climate justice.For 30 years, people in the UK have been buying Fairtrade products because they know when they do, it is a commitment to a fairer deal for farmers exploited by a rigged global trade system.Globally, that’s meant £1.7 billion in Fairtrade Premium. That’s countless communities transformed and small farms made more sustainable, by farmers able to choose how to invest that money. But global trade is still not fair. Our goal isn’t just to sell Fairtrade products: it’s to make all products fair.And while farmers aren’t able to earn enough for the essentials, they will always struggle to earn enough to take on climate change and prevent deforestation.Climate change isn’t fair. Small-scale farmers who did the least to cause the climate crisis are feeling it’s worst effects right now. Lives and livelihoods are being lost due to extreme weather, pushing families and whole communities to the brink. Because climate change is making it harder and harder for farmers to grow their crops. Plant diseases are more common. Disasters like floods and droughts more frequent and less predictable.The climate crisis was caused by centuries of exploitation of people and planet by the world’s wealthiest. The highest-earning 1 percent are responsible for the same level of emissions as the lowest earning 5 billion people. (Oxfam, Climate Inequality report, 2023). Fairtrade farmers are taking action already.Many small-scale farmers and workers in countries most affected by climate change are often experts in adapting to climate change. But unfair trade means they don’t have the money to invest in sustainable farming techniques that can secure a fairer, greener future for people, planet and the world’s food supply.Throughout 2024, Fairtrade will be asking supporters to join us in taking action, by signing our Protect Forests with Farmers petition, and by taking grassroots community action on a local level. By getting involved you’ll be amplifying the message that when you choose Fairtrade, you are part of making changes so that Fairtrade can offer farmers a chance to earn a better deal, and so more money and resources to invest in taking on climate change.  |
| 5 | **Protecting Forests- Fairtrade policy asks**Ask 1: UK Government meets commitment to provide £500million deforestation programming with money reaching farmers on the frontline  So that farmers are supported to tackle the root causes of deforestation and drive locally led solutions on deforestation.  Ask 2: Introduce deforestation legislation but with commitment to ensuring the costs and burdens of compliance are not imposed on farmers.  So that deforestation is outlawed in supply chains but not at the expense of farmers’ livelihoods and market access. |
| 6 | **Protecting Forests- Fairtrade policy asks**Video message from David Taylor, Senior Policy Manager at Fairtrade. |
| 7 | **Deforestation & Protecting Forests with Farmers**In this section of the presentation, we will delve deeper into deforestation as a key issue within Climate Justice, and also have a look at some of the ways that Fairtrade programmes protect forests. |
| 8 | **Why are forests important?**We all rely on forests. Forests are home to around 80 percent of land-based animals and plants. They generate the oxygen we breathe. They have a vital role to play in the fight against global warming.Around 300 million people live in forests. More than a 1.6 billion people depend on forests for their livelihood.  Story of Coconut Sugar Farmer, Ponisih and her family. Ponisih carries firewood she collect which then use to cook the coconut sap at a forest near her house in Hargorojo village, Purworejo Regency, Central Java, Indonesia.“Here in Hargorojo village, people try to minimize cutting down trees. If we cut down the big trees, it will cause landslides and it will become harder to get freshwater. Everyone must plant a tree before cutting another. People here plant diverse trees, not only coconut tree,' she said. |
| 9 | **What are the biggest threats to forests?**The biggest threats to forests are climate change, the expansion of agricultural land, infrastructure developments, mining and even fire. Illegal logging is one of the most serious threats. It’s been responsible for driving some wildlife towards extinction – and it deprives forest communities of vital resources.  Hector Hermilo Perdomo, COCASJOL, Colinas, Santa Bárbara, Honduras. “With the two hurricanes that hit Honduras, the water that fell with them has affected us very much. We’ve had landslides, lots of land has been wiped out, taking with it our crops. Just in my bit of land I’ve lost two manzanas (5 acres) that means 7000 coffee plants that I’ve lost, that I can’t recover. Also the production of those 7000 plants, that’s about 35 quintals of dry pergamino coffee that I’ve lost. All this means I’m in difficulties financially, it’s a big loss. Also I’ve lost the musacea, the bananas we plant alongside the coffee as shade, and we have a substantial trade of bananas to Guatemala, mainly the small banana we call ‘mínimo’, we’ve lost that too. We’ve got big difficulties with access to and from our farms here, after the main roads and minor roads were affected by landslides, and that has made it hard to get any product out to market, or get machinery in to fix things on our farms. I’ve had 14 small landslides, and two big ones on my own property.” |
| 10 | **What is deforestation?**The world’s huge demand for wood, paper and agricultural products has led to some shocking and unsustainable management of forests.  Too many forests are being dangerously damaged, or completely destroyed.  Although the annual rate of net global deforestation has slowed down in recent years; forests continue to be under threat. The world’s huge demand for wood, paper and agricultural products has led to some shocking and unsustainable management of forests. Too many forests are being dangerously damaged, or completely destroyed. |
| 11 | **Fairtrade programmes that protect forests**As well as the Fairtrade certification there is a range programmes design to tackle deforestation.  Programmes are usually funded through a combination of commercial partners, cooperatives and Fairtrade, often with institutional funding.  With more resources, more cooperatives could benefit from these initiatives. Some examples of programmatic support to Fairtrade Standard in relation to deforestation are: Access to farm geolocation and satellite monitoring data and the tools for cooperatives to manage this data  Promotion of smallholder farmers as forest protector  Education about environmental risks  Training on agroecology principles |
| 12 | **Geolocation and satellite deforestation monitoring**Since 2020, Fairtrade has been using geolocation. This involves working with a different cooperatives to collect and analyse data that can be used in decision-making, in particular in relation to the monitoring and prevention of deforestation.This information is critical for cooperatives’ market access, as it provides a better understanding of risk and allows for risk management and prevention. Cooperatives choose who they share their risk analysis with, for example, trade partners.  Over time, governments in some countries may intervene in this area to support smallholders. Until then, we’ll continue working with cooperatives. We know there are many more in need of access to this critical information, and we welcome the support of commercial partners in scaling this up.More recently Fairtrade has established a partnership with Satelligence, a leader in deforestation tracking, that will allow producer organisations to have access to data and act on risks identified.  The initiative aims to connect Fairtrade cooperatives with data on their members’ farms and their deforestation risks, so the cooperatives can share the data with their commercial partners and better manage forest landscapes. Access to data since 2020, Fairtrade has partnered in Côte d’Ivoire with Farmforce, a business providing digitalised internal management systems. The partnership supports cooperatives and their members to benefit from the power of data-driven decision-making. Participating cooperatives are trained on the Farmforce system, which can be used to digitalise the traceability of cocoa from farm to cooperative and map cooperative members’ farms, along with many more business benefits. The initial hardware, software and training costs have been partly financed by Fairtrade and donor partners for the first year. We plan to extend the partnership to more cooperatives in need of support and we welcome more commercial partnerships to roll out Farmforce, and other tools, to more cooperatives. In addition to our partnership with Farmforce, we have been implementing a complementary project in Côte d’Ivoire. This involves working with a wider set of cooperatives to collect and analyse quantitative and qualitative information on their membership and operations. This can then be used to make strategic decisions in response to the needs of cooperative members and meet market-related challenges, in particular the monitoring and prevention of deforestation.  Fairtrade has established a process for receiving, processing and sharing geolocation data from Fairtrade cocoa and coffee smallholder producer organizations and resulting deforestation risk analysis. In December 2023, Fairtrade published a guidance document that leads producer organizations through this process, which enables them to meet the new requirements in the Fairtrade Standards and the EUDR. |
| 13 | **Promotion of smallholder farmers as forest protectors**The narrative of smallholders solely as a risk to forests does not match reality. Our experience is that smallholders and the communities they live in are conscious of the value of forests to them and the wider global community. However, poverty can increase the risks to forests.  The Cooperativa ACOPAGRO is an organization of small specialty cocoa producers (organic and Fairtrade) in the Central Huallaga Valley, San Martín region – of Peru, with more than two thousand members.  Since 2008 they have planted more than three million trees on degraded and cultivated land, practicing agroforestry and financing themselves through the sale of carbon credits and crop certification.  |
| 14 | **Education about environmental risks** Fairtrade is committed to climate education and strengthening smallholder farmers’ resilience.  One example of this is by establishing leadership schools in Bolivia, Ecuador, El Salvador, Guatemala and Nicaragua.  Fairtrade has trained 112 smallholder farmers in climate change and mitigation strategies including crop cover, use of organic fertilisers, drip irrigation and agroforestry. A total of 89 percent of participants demonstrated a high level of expertise in leadership topics, and 81 percent exhibited substantial knowledge of climate change and deforestation topics. In addition, Fairtrade facilitated 23 advocacy actions through country networks, strategically targeting areas in which coffee producers are vulnerable to climate change. Examples include gaps in knowledge on best adaptation practices, and a lack of representation and participation. These efforts were bolstered by the signing of eight vital alliances, amplifying the impact of adaptation and mitigation initiatives. Fairtrade’s dedication can also be seen in our distribution of technical information to 3,820 smallholder farmers, providing them with the essential tools to navigate climate challenges effectively, such as climate change adaptation and mitigation strategies. Fairtrade has also provided support to more than 270 coffee producer organisations in designing context-specific climate change adaptation plans.  |
| 15 | **Training on agroecology principles** Through agroecology training thousands of Fairtrade farmers have benefited from knowledge and techniques for implementing agroecological practices, such as soil and water conservation practices, agroforestry and sustainable energy.CLAC  Through CLAC, we attended a highly valuable workshop that encouraged us to develop techniques for the production of bioinputs and biofertilizers, and some of the knowledge we gained is currently being implemented on our farm. We've achieved significant improvements by working diligently on agroecology and sustainability.  This can help us reduce the need for synthetic fertilizers and even replace them with more biological techniques, displacing the use of agrochemicals that not only impact the soil and water but also the health of the workers and our own well-being as producers.  UGANDA  Programmes to scale the take-up of agroecology principles Fairtrade’s GREAN project in Uganda stands as a shining example of the successful scaling of the adoption of agroecology principles, notably in the coffee industry. Through targeted training initiatives, more than 17,000 smallholder coffee farmers benefited from knowledge and techniques for implementing agroecological practices, such as soil and water conservation practices, agroforestry and sustainable energy. Not only did what they learn strengthen their resilience against the impact of climate change, more than 90 percent of farmers practising three or more sustainable agricultural methods reported increased coffee 7 production. The project also contributed to the prevention of soil fertility depletion and deforestation, and significantly mitigated the challenges associated with declining coffee productivity. The initiative’s impact across the value chain, has also enhancing the participation of producer organisations. The project additionally saw women farmers take a greater role, leading to the launch of Uganda’s first-ever women-owned Fairtrade Robusta coffee brand – called Butonde Coffee – in the Ugandan market. The project also facilitated the establishment of climate-friendly stove and coffee husk briquette businesses, offering employment opportunities to women and young people while promoting eco-friendly energy solutions. By instilling the principles of agroecology, Fairtrade’s GREAN project has not only improved the livelihoods of small-scale coffee farmers but also safeguarded the environment, paving the way for a sustainable and resilient coffee industry in Uganda. |
| 16 | **Spring Climate Stories**In this next part of the |
| 17 | **Jaime Climate Story**Jaime Alberto García Flórez is a Fairtrade coffee farmer from the Red Ecolsierra coffee Fairtrade co-operative in Colombia. In recent decades, temperatures have gone up so much that and Jaime can no longer grow coffee on the lower parts of his land because it is too hot, so he has had to replace coffee bushes with cocoa.Jaime tells us, *“We’re in danger because of climate change. We used to think it was something existential and far away, but now we see it is really here.* *Temperatures today are so different to how they were 20 years ago, let alone 30. We farmers are the first to feel the change... It is going to be very hard to continue producing coffee now that climate change has arrived.”*Jamie has a clear message to the British public. He tells us that, *“we need more businesses to pay higher prices and to value our work up here, given the higher production costs. It’s very important to support good quality organic coffee which allows us to protect our environment and remain in business.”*Jaime and the other farmers from Red Ecolsierra co-operative have made a number of climate adaptions including introducing agroforestry systems, shade-grown crops, soil-friendly bioproducts, forest conservation projects, ecotourism, and other services.  From these adaptations productive units have observed habitat restoration, beneficial microorganisms in the soil, and better fertilizer management.  Alongside this, constant monitoring and training by the technical team has allowed the co-op to expand its service portfolio and provide support and advice to other organizations of small producers. Jaime says, *“ I believe there are things we can all do to help maintain nature’s natural balance that will help protect our environment and our future.*” Where small holder farmers and workers can protect the forests local to them, we can support on a global level by continuing to purchase Fairtrade products.Play video message.  |
| 18 | **John’s Climate Story**When John first inherited his father’s land after he passed, he cut all the timber trees because he needed money. He says: “In my father’s time there were lots of timber and shade trees on our farm, but as young men who didn’t know better, we cut them down.”Years later, whilst taking part in a dynamic agroforestry (DAF) farming he returned to his father’s approach by planting lots of timber as they provide crucial shade for cocoa to thrive in and this is exactly what the project Sankofa is trying to achieve, a more natural, traditional approach to farming. “Before DAF we really struggled without shade trees. But now we’re going back to farming in the traditional way. Sankofa actually means ‘going back’ to our roots or ‘looking back’ at lost knowledge,” he says. Sankofa, which means “to return for or retrieve” in the Twi language in Ghana. The project aims to promote dynamic agroforestry practices with 400 farmers, each farming at least 1 hectare by 2025, and for another 1,000 farmers to start using these practices too. Dynamic agroforestry involves intercropping cocoa with other trees such as mango, avocado, and orange. The project is also scaling up other diversified food systems (which involve integrating other non-tree crops, such as cowpea, taro root and cassava) with a broader base of farmers, aiming for at least 2,500 households. With dynamic agroforestry practices and diversified production systems, the risk of further deforestation can be mitigated and biodiversity in forests can be promoted.Play video message. |
| 19 | **Climate Story 3**Farming has been in Marisol’s family for generations. When she inherited her farm, she gave up her job as a business administrator to carry on the tradition.Joining the COOPROAGRO co-operative, she has now been farming for Fairtrade cocoa for over a decade. And in that time she has embraced the opportunity to learn more about protecting her local environment and taking on the effects of climate change.*“I have taken on roles as a leader. I gained a lot of knowledge about organic practices I was not familiar with. And I learned about Fairtrade, which has had an impact on me.”*For Marisol, the impact of climate change can not be ignored. Without action, it threatens her entire future as a cocoa farmer. Many fellow cocoa farmers in her community – and far beyond – face a similar threat, as cocoa is a crop especially vulnerable to climate change.*“With climate change, the way of life has changed. Now we don’t know when we will harvest or when the harvest will take place. We are uncertain when there will be rain or when there will be drought. We are out-of-sync.”*Marisol passionately wants to protect her environment. But like so many small-scale farmers, unfair trade denies the money she needs to really invest in sustainable practices. Growing organically can be good value long-term, but cleansing the land and getting organic certification costs money many farmers simply don’t have.That’s where Fairtrade comes in. Through Fairtrade, Marisol and other farmers at *COOPROAGRO* have been able to earn a fairer deal and invest in important environmental and community projects.*“We have a project called Resilient Cocoa for Climate Change, which has helped us by replanting old trees. Also, we are not a monoculture, but grow diverse crops within our cocoa production. These projects are funded by Fairtrade Premium.”*Growing diverse crops helps both protect bio-diversity and gives more sources of income for farmers. That Fairtrade Premium is generated by people like you buying Fairtrade, so all of us are part of Marisol’s hard work to protect the environment.Play video message. |
| 20 | **How can you support farmers to protect forests?**Title slide. |
| 21 | **Take Action- Sign the petition**As we approach an election here in the UK, it’s time to remind politicians of all parties that we have a responsibility to tackle climate change in a way that also supports farmers already living with the worst impacts. By ensuring farmers can meet these new laws and supporting farmer led efforts to end deforestation, we can enable forests and communities to thrive together for generations to come. Sign to urge Ministers to take this unique opportunity to tackle climate change and deforestation while supporting farmers like Jaime to farm into the future.[Pledge | Fairtrade Foundation](https://action.fairtrade.org.uk/page/145890/petition/1) |
| 22 | **Take Action- Share our Spring Climate Stories**Now that you’ve come along and learnt about how deforestation is a key climate justice issue for Fairtrade farmers and workers, will you take the message back to your local community?After this webinar with our Protecting Forests resources will be available for downloading (A recording of this webinar, a PowerPoint and script if you would like to present this information yourself, the PDFs of our Spring Climate Stories, as well as a Protecting Forests bunting template). Will you join in with our Spring Stories event by running a deforestation meeting in your Fairtrade community this Spring? |
| 23 | **Take Action- Sign up to our teacher's webinar**Are you a teacher or connected to local Fairtrade schools? On Thursday 25th April at 3:30 we are holding an online School Meeting: Protecting forests with Fairtrade farmers. This session aims to equip anyone speaking to school aged children with all they need to give a lesson or assembly about the Fairtrade Protecting Forests Campaign.After the webinar, our Education Protecting Forests resources will be available for downloading (A recording of the webinar, a PowerPoint and script to lead a lesson or assembly, the PDFs of our Spring Climate Stories, a comprehension task as well as a Protecting Forests bunting template).Will you join in with our Spring Stories event by running a deforestation lesson in your local school this Spring?Link: |
| 24 | **Key Fairtrade Climate Justice dates**March 2024We launched the petition- we already have 10,000 signatures- can you share and help us get even more?April 2024Spring Climate Stories- can you download the resources and share within your local community.June 8th-16thGBGW- the BIG SWAP. More to come soon.November 11th-22ndCOP 29. More to come soon. |
| 25 | Thanks- Q&A/ Discussion |